



**Notice and Agenda for Regular Meeting of the
Media Subcommittee to the
First 5 California Children & Families Commission**

**February 9, 2006
3:00 p.m.**

Location:

Hyatt Regency Hotel
2025 Avenue of the Stars
Los Angeles, CA 90067
Room: Governor's Board Room

Members of the public are welcome to attend the meeting at the above location or at the First 5 California office located at:

501 J Street, Suite 530
Sacramento, CA 95814

Agenda

1. Call to Order
2. Purpose of the Meeting and Introduction of Meeting Participants

Meeting participants will be introduced, followed by a discussion of the goals for the Childhood Obesity Ad Campaign with Campaign partners California Health and Human Services Agency and First Lady Maria Shriver's Office.

3. Presentation and Discussion of First Draft Versions of Filmed Ads

The Media Subcommittee will be presented with the first draft versions of filmed ads for the Childhood Obesity Ad Campaign and will discuss these first draft versions with its campaign partners.

4. Finalization and Scheduling of the Childhood Obesity Ads

The Media Subcommittee will give direction to the media contractor on finalizing and scheduling air time for the ads.

5. Adjournment

Public Comment is Taken on Each Agenda Item

Please Note: The order in which the agenda items are considered may be subject to change.

For more information concerning this agenda, or if you require translation services, please contact Lupe Almer, at 501 J Street, Suite 530, Sacramento, CA 95814; telephone (916) 323-0056; fax (916) 323-0069. Visit our website at: www.ccfc.ca.gov to view any materials available for this meeting; materials are posted on the Monday preceding the meeting.

Any person who wishes to request this notice and agenda or other meeting materials in an alternative format or who wishes to request any disability-related modification or accommodation, including auxiliary aids or services, which would enable that person to participate at the meeting must make that request to Lupe Almer, at 501 J Street, Suite 530, Sacramento, CA 95814; telephone (916) 323-0056; fax (916) 323-0069, at least 7 days prior to the meeting date.